

The Nautical Yearbook Meeting Agenda
4:00 p.m. Friday, December 8, 2006
Bell Tower Conference Room

1. Welcome
2. Updates
 - a. 2005-2006 “The Path of Excellence”
 - b. New Publishing Company (Ventura printing)
 - c. Overview of 06-07 strategy
3. “Creating The Legacy” 2006-2007
 - a. Theme
 - b. Book stats.
4. Book Cover Design
5. Yearbook Ladder
 - a. Photography update
 - b. Article update
 - c. Design update
 - d. Deadlines/distribution
6. Yearbook Marketing
 - a. Posters
 - b. Brochures
 - c. Mailers/Postcards
 - d. DVD handout (Multimedia)
 - e. Social Networking (Myspace/Facebook)
 - f. Tabling
 - g. Website
7. Business/ Advertising Revenue
 - a. ASI budget expense and Revenue
 - b. Advertising Materials/Prices/Levels
8. Recruitment
 - a. Brochures
 - b. English Classes
 - c. Newspaper/Yearbook union